

Final Public Meeting | June 8, 2015



NOBSCOT VILLAGE PUBLIC WORKSHOP

**FRAMINGHAM VILLAGE COMMERCIAL CENTERS
STRATEGIC ECONOMIC DEVELOPMENT PLANNING**
Town of Framingham, Massachusetts



Final Public Meeting | June 8, 2015

Welcome Nobscot!

Second Public Meeting | Nobscot

Workshop Agenda

1. **Workshop Goals**
2. **Overview of Nobscot Center Study**
3. **Summary of Previous Public Meeting**
4. **Recommendations**
 - a) Redevelopment and Urban Design
 - b) Marketing and Reinvestment
 - c) Public Realm Improvement
 - d) Regulatory Strategy
5. **Open House** – Discussion, feedback and priorities
6. **Next Steps**

FRAMINGHAM VILLAGE COMMERCIAL CENTERS
STRATEGIC ECONOMIC DEVELOPMENT PLANNING
Town of Framingham, Massachusetts

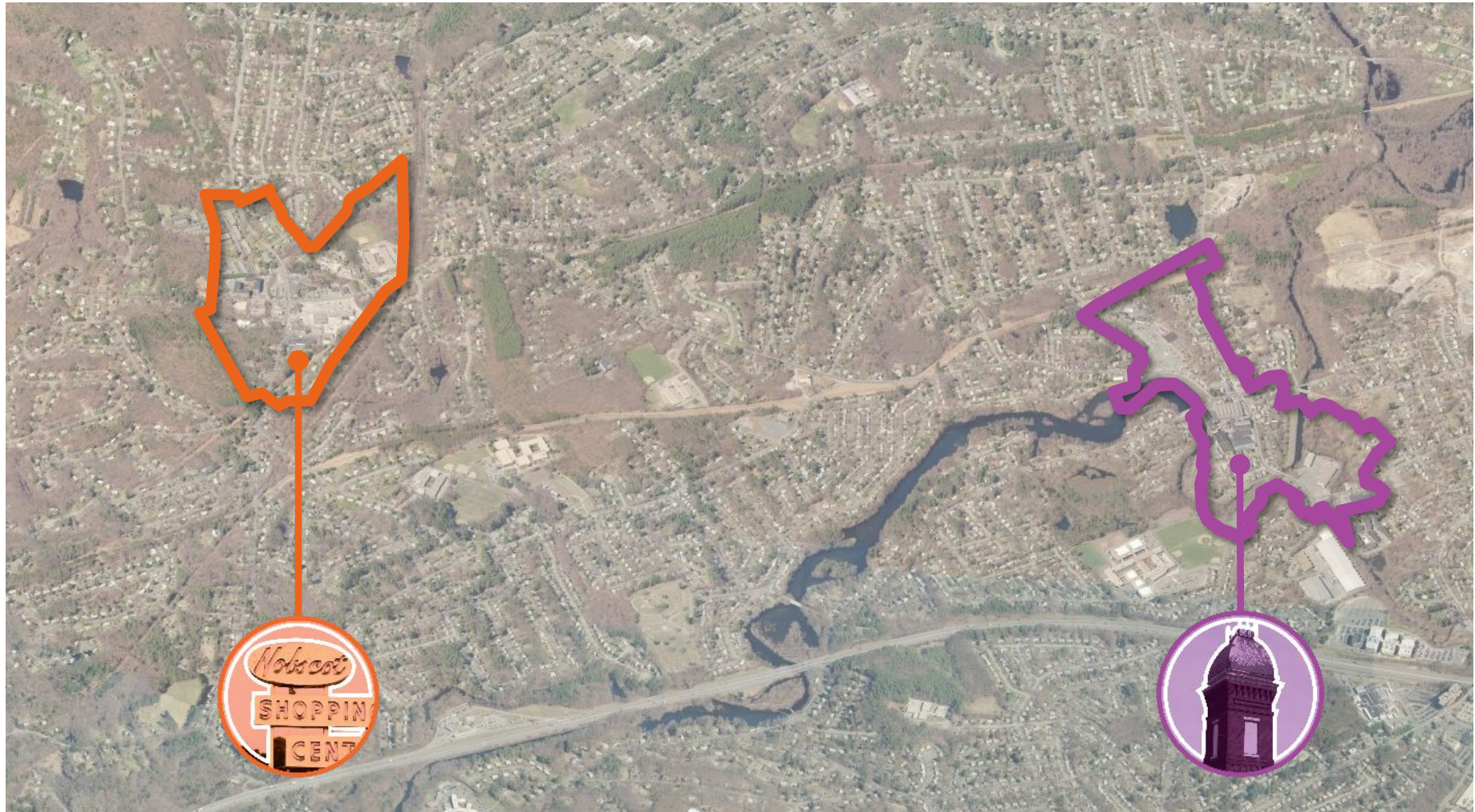
Nobscot Workshop Goals

- Present conclusions and recommendations
- Receive feedback on recommendations
- Prioritize the most important implementation actions



Nobscot

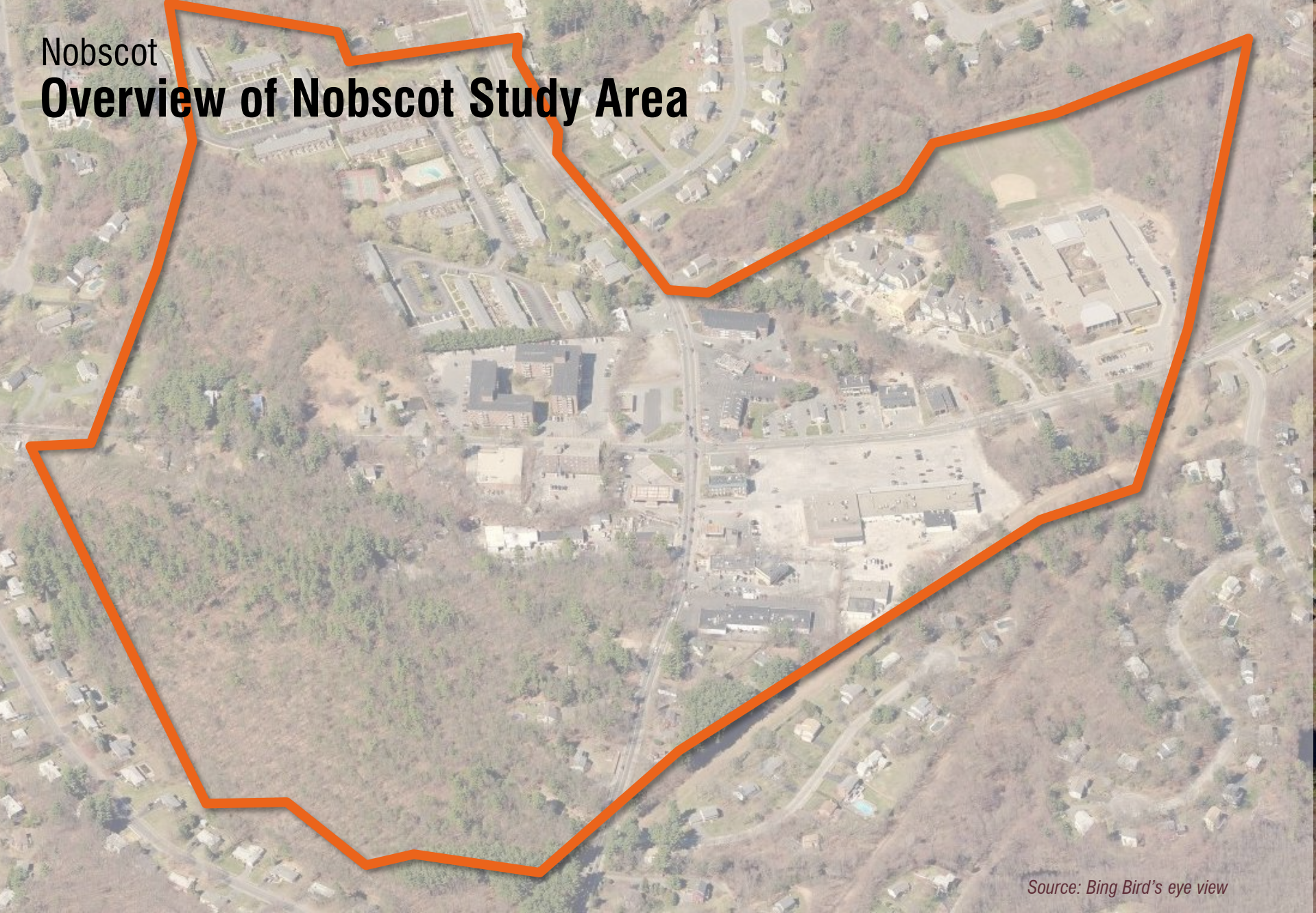
Overview of Nobscot Study Area



Source: Bing Bird's eye view

Nobscot

Overview of Nobscot Study Area



Source: Bing Bird's eye view

Summary of Previous Public Meeting

■ **Missing Strategies:**

- Protection of existing neighborhood – traffic, appropriate buffering
- Minimize chain uses and increase “local” businesses
- Add gathering places, draw for young families and elderly

■ **Nobscot Plaza Priorities:**

- Not to remain in current condition
- Redevelop as per new zoning – moderate density mixed-use with community benefits – sensitive to existing neighborhood
- Local-oriented businesses; many residents already - residential if it helps redevelopment
- Place where people can gather

■ **Wooded Hill Priorities:**

- If it redevelops want to be a good change
- Provide open space and access
- Longer term redevelopment – moderate density residential

VISION STATEMENT

Nobscot is a vital and historic commercial center that serves the surrounding residential neighborhoods with community, service and recreational amenities that reinforce livability and quality of life.

GOALS



Transformation of Underperforming Properties



Alignment of Uses and Services

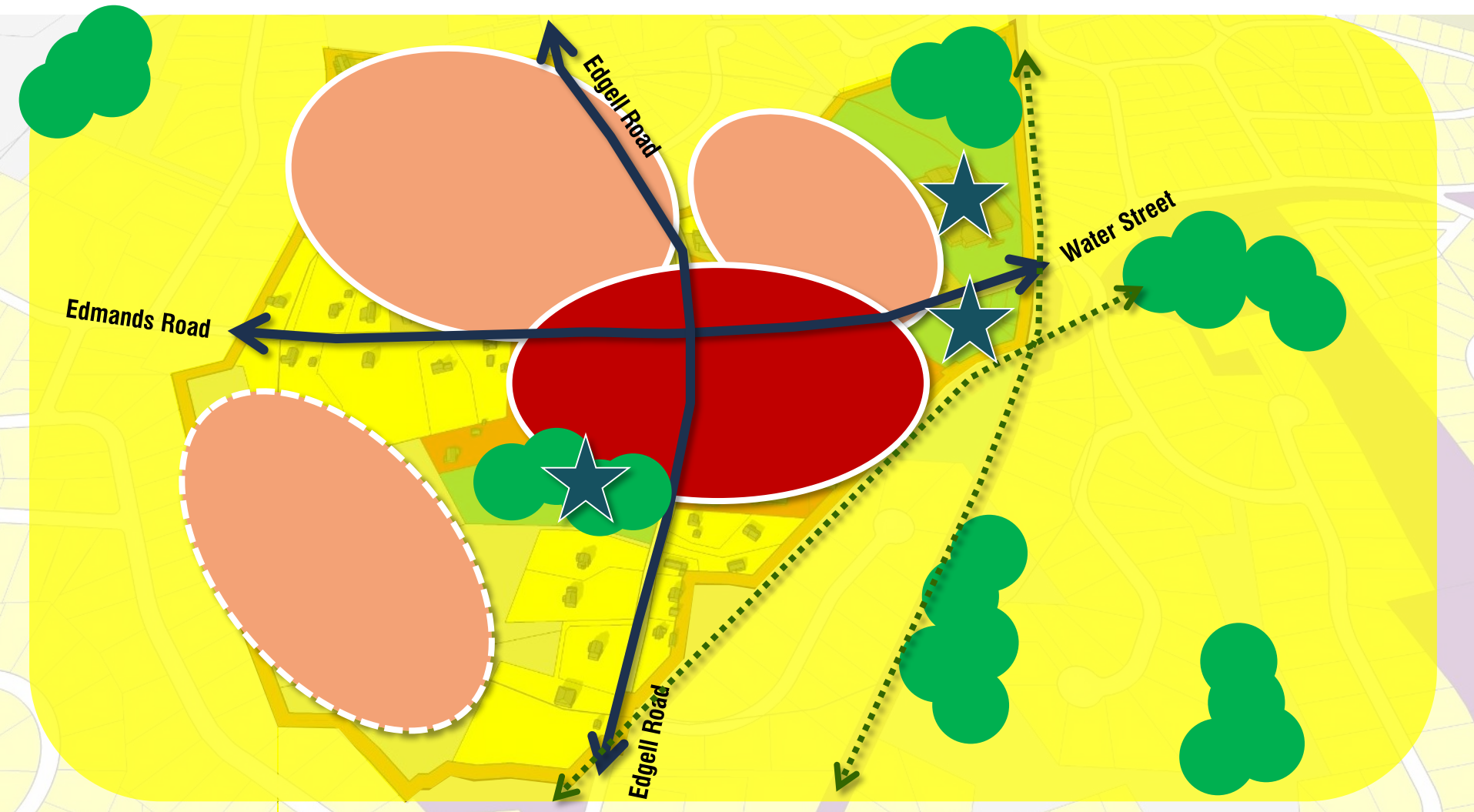


Connection to Recreational Resources



Aggressive Expansion of Walkability

Nobscot Vision Concept



Nobscot Illustrative Plan



Nobscot Recommendations



Redevelopment and Urban Design

- 1 Focus on primary street frontages
- 2 Reduce visual impact of parking
- 3 Create consistent district features
- 4 Redevelop key parcels



Marketing and Reinvestment

- 5 Focus on vacant spaces
- 6 Promote community assets
- 7 Encourage reinvestment



Public Realm Improvement

- 8 Improve vehicular circulation
- 9 Enhance walkability/bikeability
- 10 Strengthen open spaces/links



Regulatory Strategy

- 11 Align zoning with opportunities
- 12 Develop district design guidelines
- 13 Enhance efficiency of parking

Nobscot Illustrative Plan

STRATEGIES BY TOPIC

Key Findings



Redevelopment and Urban Design

- 1 Focus on primary street frontages
- 2 Reduce visual impact of parking
- 3 Create consistent district features
- 4 Redevelop key parcels



Marketing and Reinvestment

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Regulatory Strategy

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Nobscot Recommendations



Redevelopment and Urban Design

Diagram of potential redevelopment.



Recommendations illustrated within the Study Area for Nobscot include hypothetical scenarios that will require public and private approvals, actions and investments.

- A UNLOCK SHOPPING PLAZA** – Modify zoning based on community-supported redevelopment plan, facilitate progress with developer, advance project and approvals.
- B ELIMINATE VACANCIES** – Find short-term solutions and long-term tenants for activating vacant space. In a small district, no space should be underused or empty.
- C ENABLE LONG-TERM INVESTMENT** – Align zoning characteristics and design standards to facilitate long-term community investment and stability.
- D REINFORCE DISTRICT IDENTITY** – At the center of the district reinforce a more distinct sense of place and community through building improvements, landscape, lighting and signage.

Nobscot

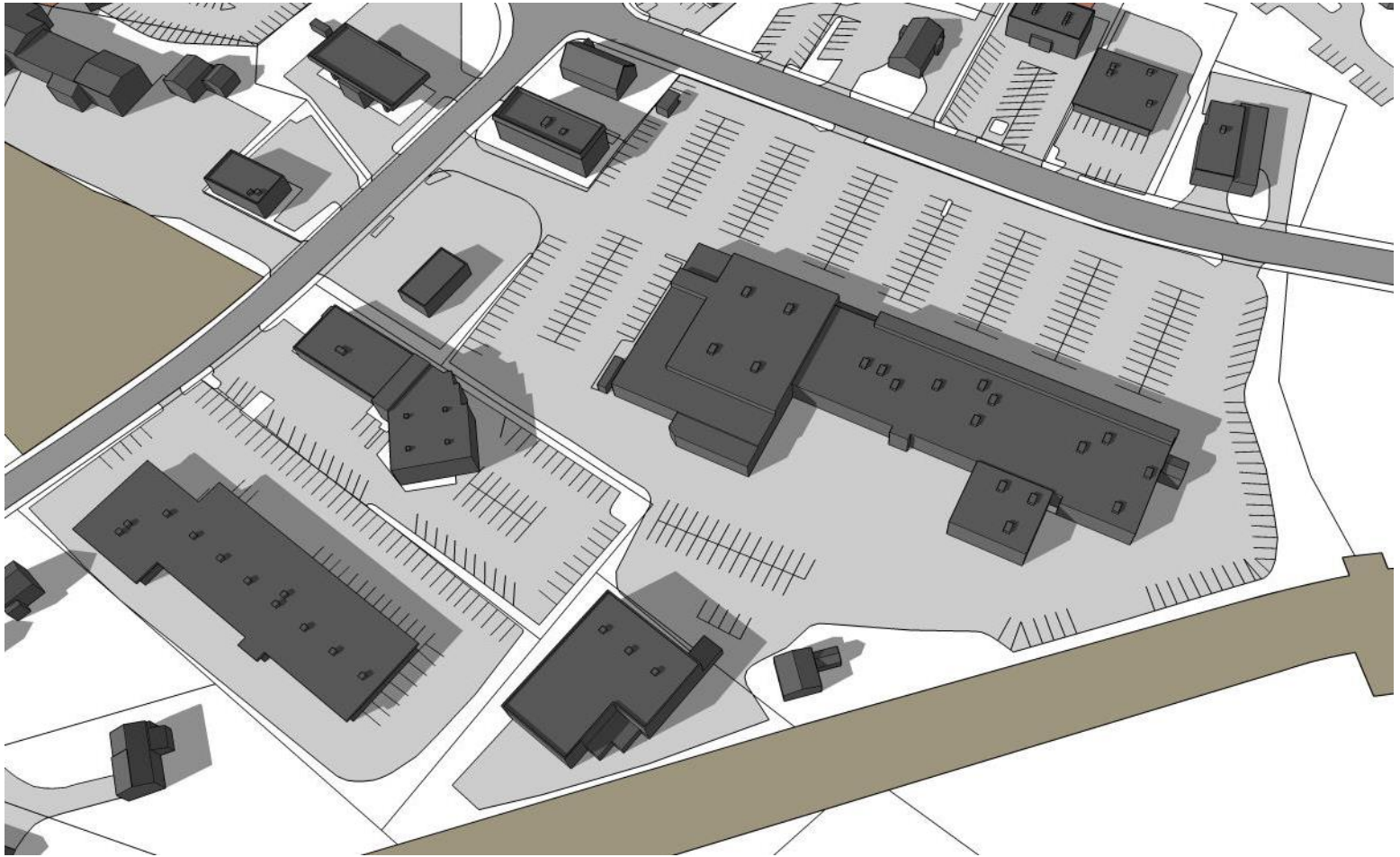
Recommendations – Redevelopment

“Shopping Plaza Site”



5 Parcels

7.5 acres



A UNLOCK SHOPPING PLAZA – Modify zoning based on community-supported redevelopment plan, facilitate progress with developer, advance project and approvals.

Recommendations – Redevelopment

“Shopping Plaza Site”



Scenario	Conditions	Likelihood	Outcome	Consequences
Remain in current condition	Owner, leaseholds, tenants remain locked together	Likely	Vacancies remain, property stagnant drag on vitality	Community opposition, Town pressure
Recruit new tenants or subtenant for vacant spaces	New tenants create motivation to unlock situation	Unlikely	Vacant spaces filled with new tenants, more active use	New leases/tenants keep plaza configured as is
Redevelop as per current zoning (B-2)	Site Plan Approval, financial feasibility	Less Likely	Reconfigured retail plaza or medical/professional office	New mix of uses, reconfigured site, high subsidy
Develop as per new zoning – moderate density mixed-use with community benefit	Approve new zoning, positive financial advantage to current owners	Likely	Mixed-use with bias toward retail or residential	New mix of uses, reconfigured site, improved circulation and amenity, moderate subsidy
Develop as per new zoning – higher density mixed-use with community benefit	Approve new zoning, positive financial advantage to current owners	More Likely	Mixed-use with bias toward retail or residential	New mix of uses, reconfigured site, improved circulation and amenity, low subsidy

Nobscot

Recommendations – Redevelopment

“Shopping Plaza Site”



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Nobscot

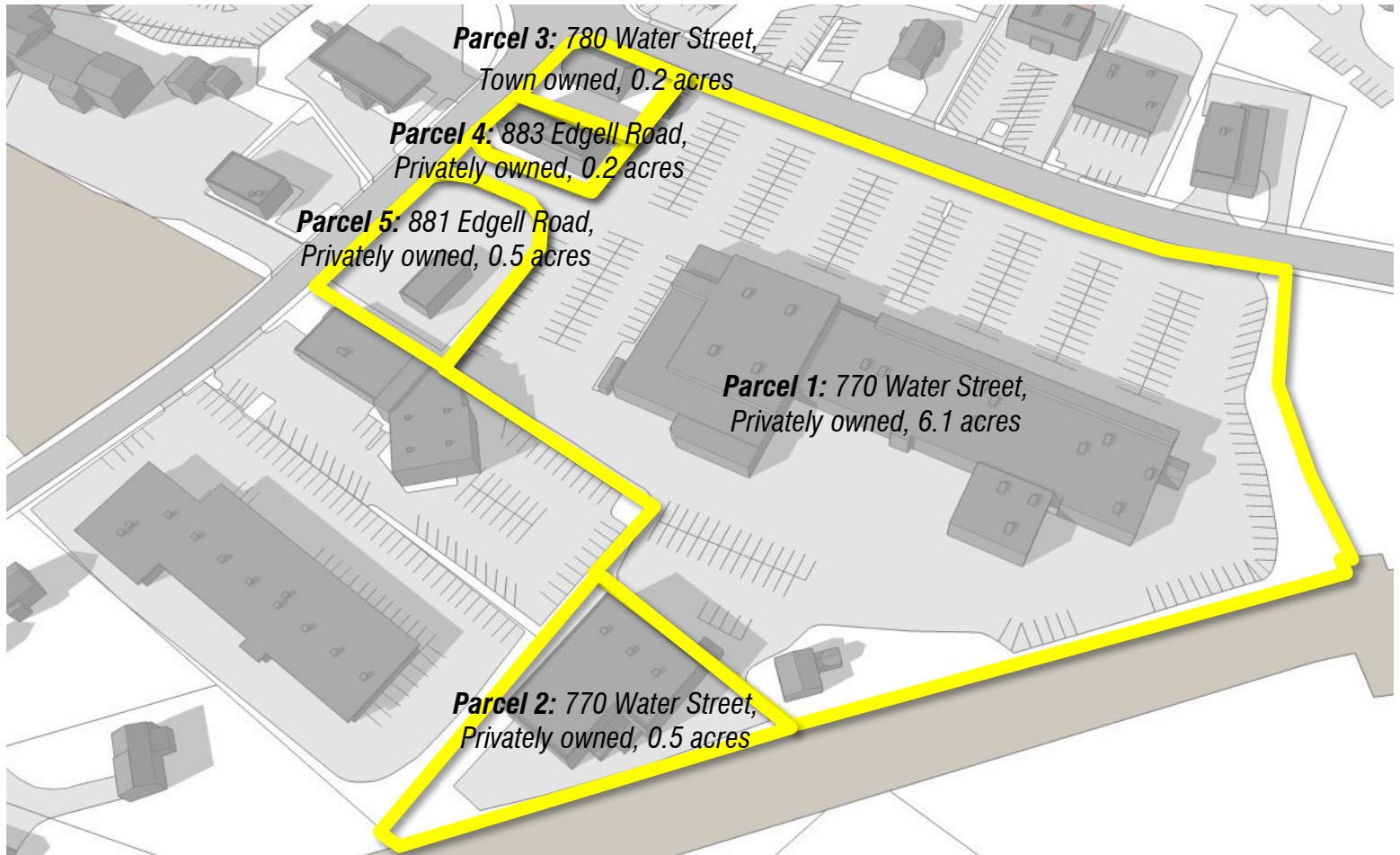
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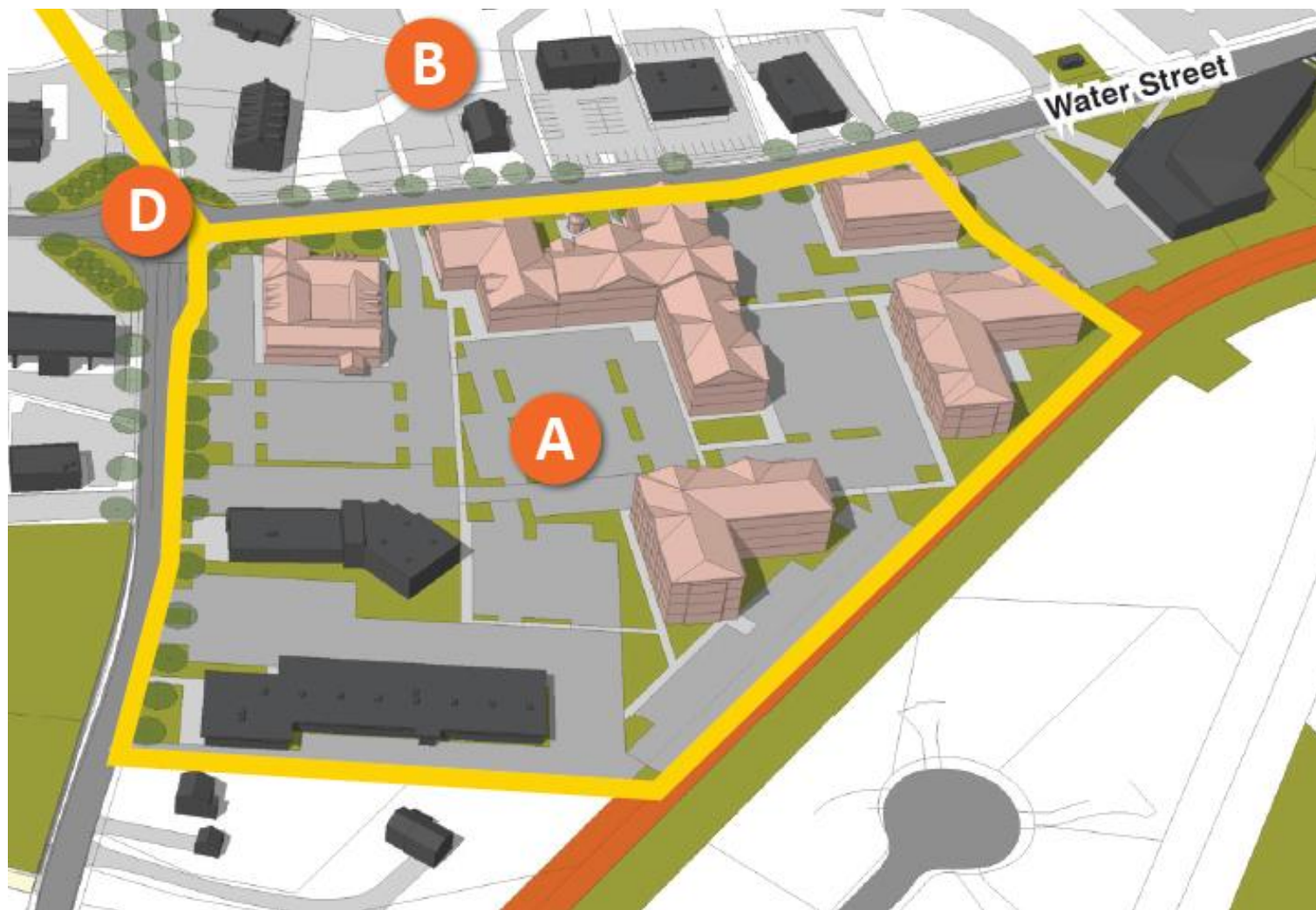
Nobscot

Recommendations – Redevelopment

“Shopping Plaza Site”



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Nobscot

Recommendations – Redevelopment

“Shopping Plaza Site”

A UNLOCK SHOPPING PLAZA – Modify zoning based on community-supported redevelopment plan, facilitate progress with developer, advance project and approvals.



A

REDEVELOPMENT OPPORTUNITY

9.3 TOTAL ACRES

APPROXIMATELY 180 UNITS

MIXED-USE WITH OPEN SPACES

Recommendations – Redevelopment

“Shopping Plaza Site”



- B ELIMINATE VACANCIES** – Find short-term solutions and long-term tenants for activating vacant space. In a small district, no space should be underused or empty.



Nobscot

Recommendations – Redevelopment

“Wooded Hill Site”



3 Parcels

18.3 acres



C ENABLE LONG-TERM INVESTMENT – Align zoning characteristics and design standards to facilitate long-term community investment and stability.

Recommendations – Redevelopment

“Wooded Hill Site”



C ENABLE LONG-TERM INVESTMENT – Align zoning characteristics and design standards to facilitate long-term community investment and stability.

Scenario	Conditions	Likelihood	Outcome	Consequences
Develop as per current zoning (R-4)	Site Plan and Subdivision Approval	Less likely	(18) one-family or two-family detached dwellings	Land developed, not used more intensively or as open space
Develop as per current zoning (OSRD)	Special Permit for Open Space Residential Development	Less likely	(16) one-family dwellings, 7 acres of open space	Land developed with preservation of open space
Preserve as open space	Create conservation easement or land trust	Less likely	Preservation of open land	Open space preserved, no future development
Develop as per new zoning – moderate density res. with community benefit	Revise zoning, attract developer, Site Plan Approval	Likely	100+ units in pocket neighborhood with shared open space	Land developed with preservation of open space
Develop as per new zoning – higher density residential	Revise zoning, attract developer, Site Plan Approval	Not likely	200+ units, (unsupported by community in 2004)	Land developed with preservation of open space

Nobscot

Recommendations – Redevelopment

“Wooded Hill Site”

C **ENABLE LONG-TERM INVESTMENT** – Align zoning characteristics and design standards to facilitate long-term community investment and stability.



Recommendations – Redevelopment

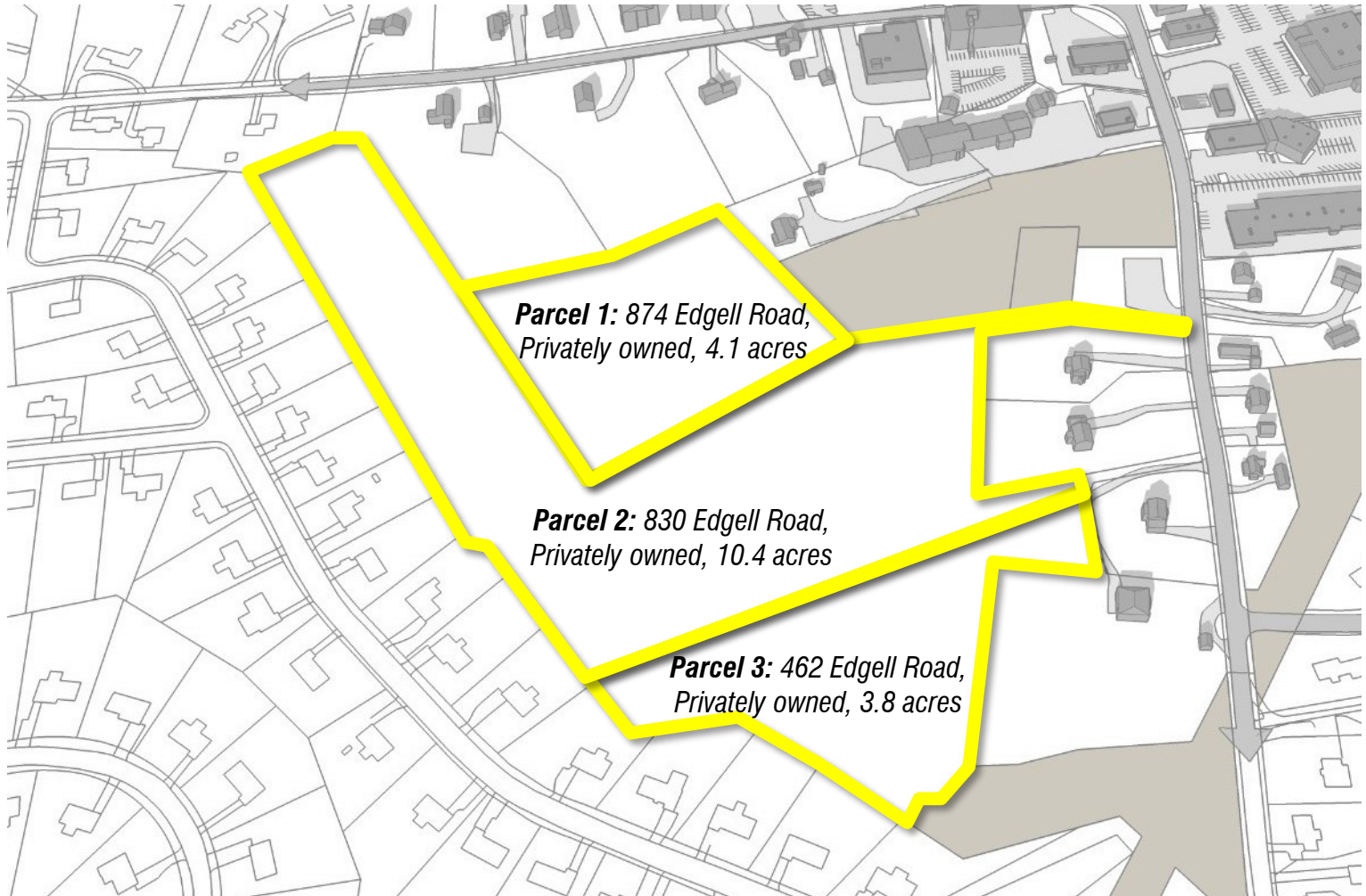
“Wooded Hill Site”



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Nobscot

Recommendations – Redevelopment

“Wooded Hill Site”



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Nobscot

Recommendations – Redevelopment

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FUTURE REDEVELOPMENT

17.8 TOTAL ACRES
APPROXIMATELY 180 UNITS
INTEGRATED OPEN SPACE



Nobscot

Recommendations – Redevelopment

“Wooded Hill Site”

D REINFORCE DISTRICT IDENTITY – At the center of the district reinforce a more distinct sense of place and community through building improvements, landscape, lighting and signage.



Nobscot Recommendations



Marketing and Reinvestment

Diagram of existing conditions.



- A REINFORCE LOCAL SERVICES** – Calibrate uses, businesses and services to match local needs and align with the retail gap analysis.
- B INVITE PRIVATE INVESTMENT** – Establish a facade, signage and landscape improvement program that either provides small grants to promote reinvestment or a revolving loan fund to facilitate district reinvestment.
- C PROMOTE CULTURAL/ARTS EVENTS** – Begin with one Nobscot event that brings the community together and leverages existing organizations like the Nobscot Neighbors.
- D LEVERAGE COMMUNITY ASSETS** – Use new community assets, such as the McAuliffe Library to expand awareness of Nobscot.

Nobscot

Recommendations – Market/Invest

A REINFORCE LOCAL SERVICES – Calibrate uses, businesses and services to match local needs and align with the retail gap analysis.



- *Recruit specific users based on market information*
- *Property owner or ad hoc group*
- *Find local businesses that are doing well in the region and recruit them with retail gap and show them competitive advantage of Nobscot as location*
- *Broker deals with willing property owners and prospective tenants*

Nobscot

Recommendations – Market/Invest

A REINFORCE LOCAL SERVICES – Calibrate uses, businesses and services to match local needs and align with the retail gap analysis.



Selected Potential Retail Development Opportunities for Nobscot

NAICS	Store Type	Opportunity/Gap	Supportable Square Feet	Number of Stores
7221	full service restaurants	\$10,000,000	28,500	2-3
7222	limited svce eating places	\$8,300,000	24,000	3-4
44511	supermarkets, grocery stores	\$15,000,000	40,000	1
4453	beer, wine, liquor stores	\$5,000,000	17,000	1-2
44831	jewelry stores	\$4,800,000	8,000	1-2
45321	office supplies & stationery	\$3,000,000	9,800	1
45322	gift, novelty, souvenirs	\$2,800,000	9,300	1-2
44422	nursery & garden centers	\$1,500,000	7,500	1-2
TOTALS		\$50,400,000	144,100	11-17

Source: A.C. Nielsen *SiteReports*, January 2015, and FXM Associates

Nobscot

Recommendations – Market/Invest

B INVITE PRIVATE INVESTMENT – Establish a facade, signage and landscape improvement program that either provides small grants to promote reinvestment or a revolving loan fund to facilitate district reinvestment.

- *Façade Improvement Program*
- *Signage Improvement Program*
- *Landscape Improvement Program*



Nobscot Recommendations – Market/Invest

C PROMOTE CULTURAL/ARTS EVENTS—Begin with one Nobscot event that brings the community together and leverages existing organizations like the Nobscot Neighbors.

- *Expand Nobscot focused events and attractions*
- *Marketing and improvement of vast open space and recreation resources*



Nobscot

Recommendations – Market/Invest

- D LEVERAGE COMMUNITY ASSETS** – Use new community assets, such as the McAuliffe Library to expand awareness of Nobscot.



Nobscot Recommendations



Public Realm Improvement

Diagram of potential streetscape improvements.



A OPTIMIZE MAIN INTERSECTION – Improve intersection turn radii, turn lanes, configuration and signal timing at Edmands, Edgell and Water Street to improve traffic flow and pedestrian safety.

B ENHANCE WALKABILITY/BIKEABILITY – Fill gaps in pedestrian network with sidewalks and marked crossings, improve public streetscape, add sharrows and share-the-road signs on key bike connections.

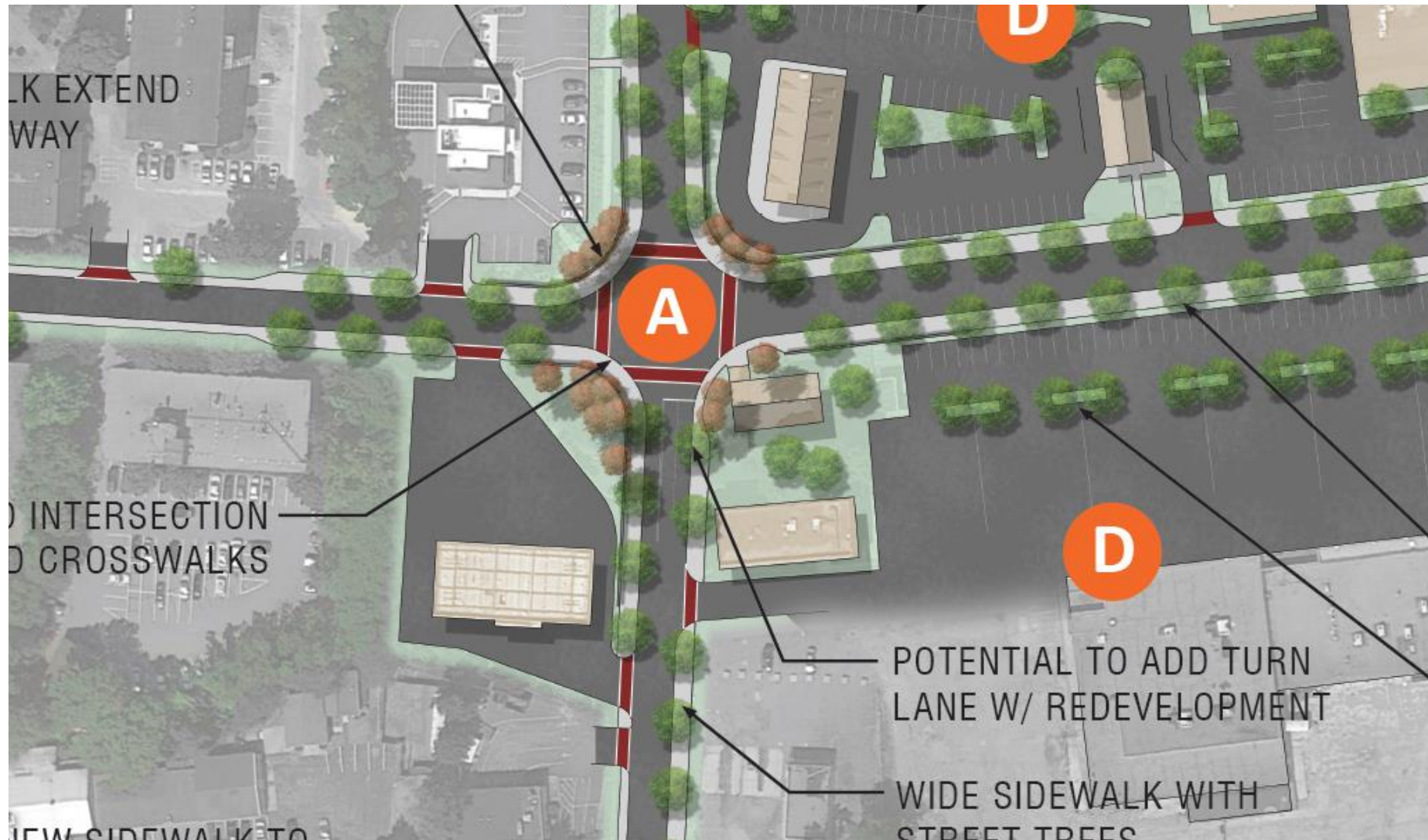
C STRENGTHEN OPEN SPACE LINKS – Enhance Nobscot Park with new amenities, reinforce Huffman Aqueduct, Bruce Freeman Trail and other connections and open space links to Saxonville.

D EXPAND SECONDARY CONNECTIONS – New redevelopment should include new vehicular connections that relieve congestion at the Edmands, Edgell and Water Street intersection.

Nobscot

Recommendations – Public Realm

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Nobscot

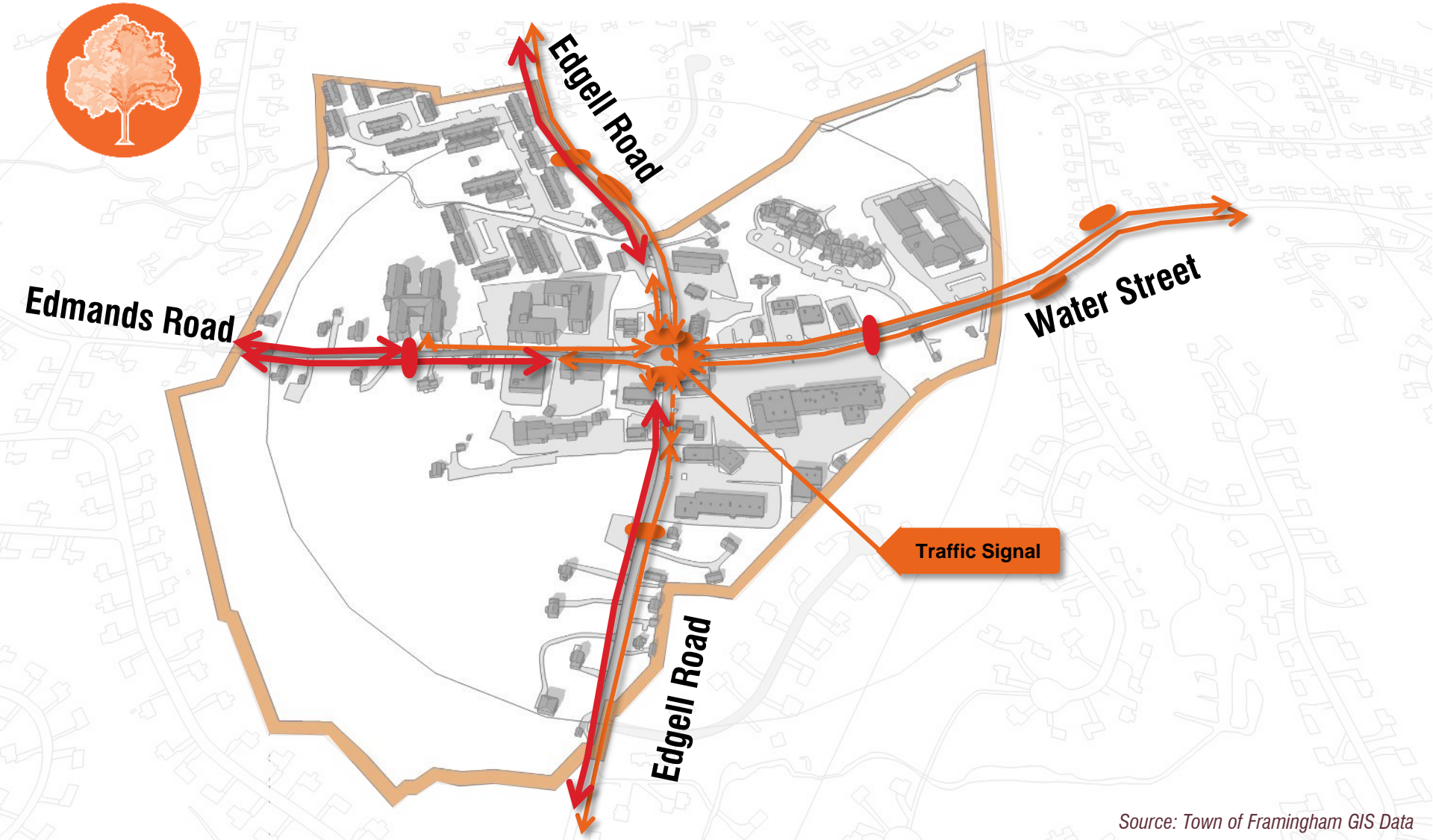
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Nobscot

Recommendations – Public Realm



Source: Town of Framingham GIS Data

Recommendations – Public Realm



Public Realm Improvement

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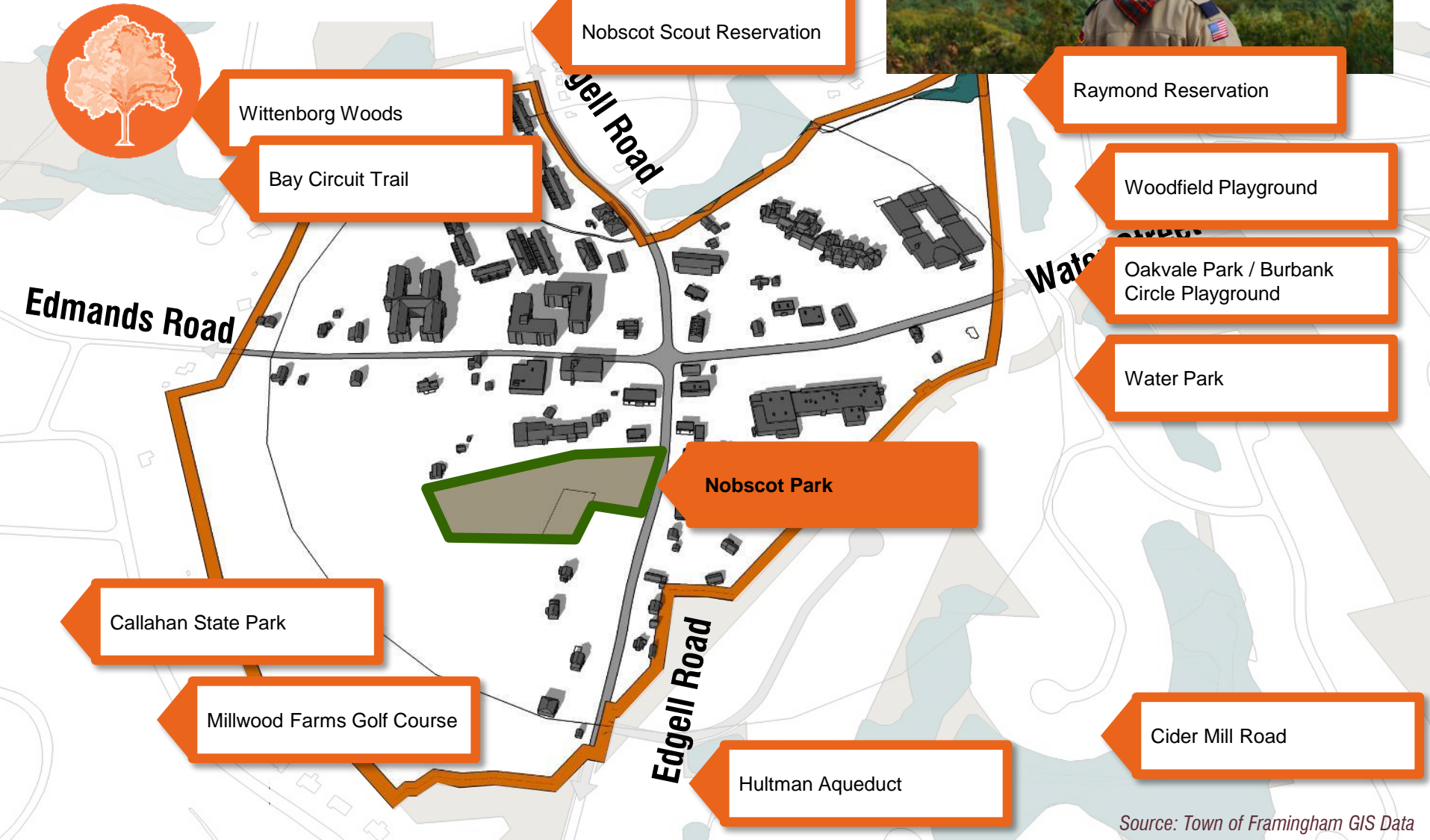
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Recreational access and connectivity.



Nobscot Recommendations – Public Realm



Source: Town of Framingham GIS Data

Nobscot

Recommendations – Public Realm

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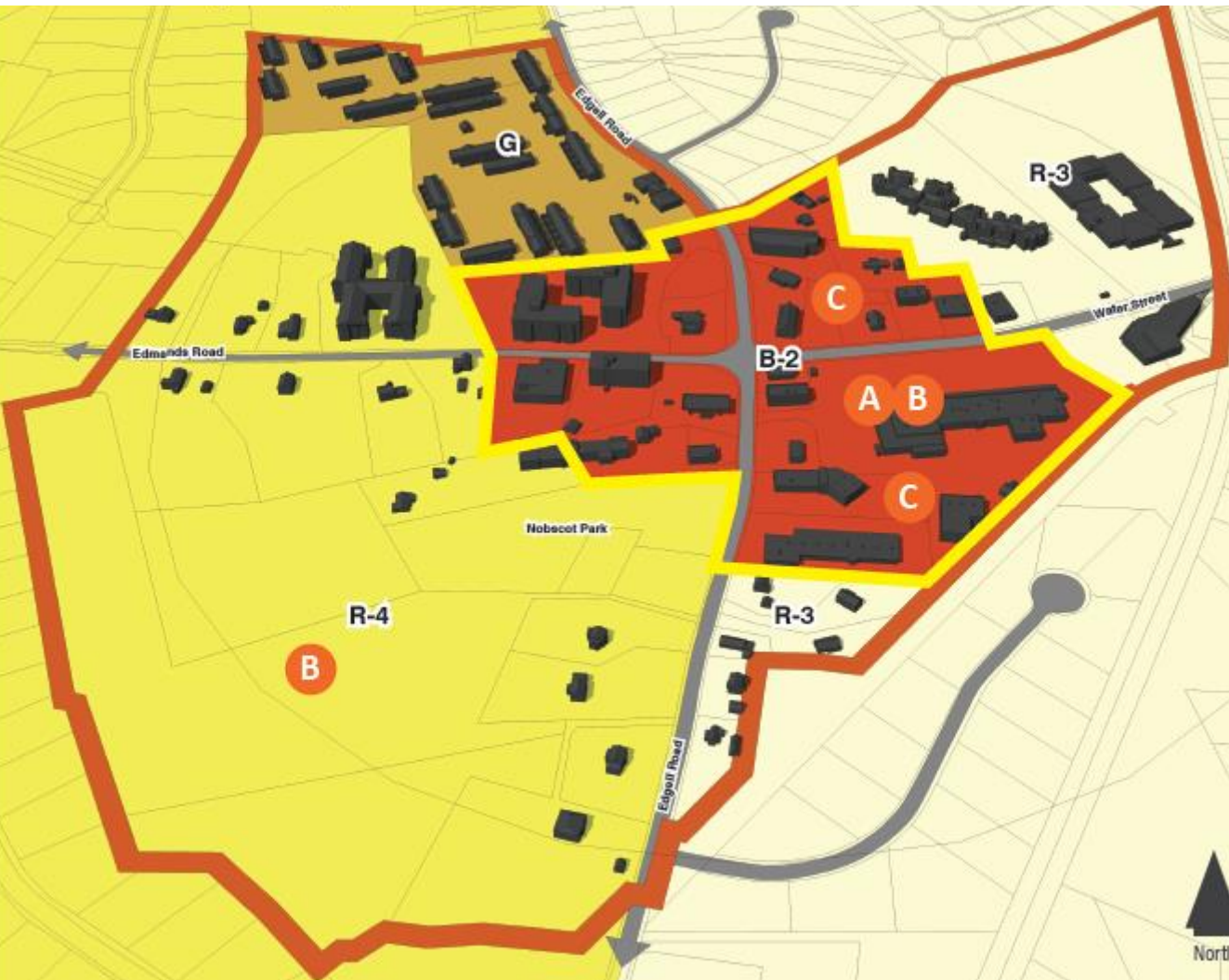


Nobscot Recommendations



Regulatory Strategy

Existing building conditions with current zoning districts.



KEY RECOMMENDATIONS

- A DEVELOP NEW ZONING** – Create a new Village District Zone to replace B-2 to expand the density and mix of allowable uses to reinforce a walkable mixed-use commercial center.
- B DEFINE DISTRICT DESIGN GUIDELINES** – Use guidelines to direct future investment to complement and contribute to the overall district character, add new circulation connections, reinforce a pedestrian-friendly environment and screen parking.
- C ENHANCE PARKING EFFICIENCY** – Encourage shared parking, more efficient parking layouts across property lines, shared access and entries, and interior site circulation to relieve the street network.

Nobscot

Recommendations – Regulatory Strategy



- A DEVELOP NEW ZONING** – Create a new Village District Zone to replace B-2 to expand the density and mix of allowable uses to reinforce a walkable mixed-use commercial center.

<i>Existing Zone</i>	<i>Uses</i>	<i>Lot Area Min.</i>	<i>Frontage Min.</i>	<i>Front Setback Min.</i>	<i>Side Setback Min.</i>	<i>Landscaped Open Space Ratio Min.</i>	<i>Building Height Max.</i>	<i>Lot Coverage Max.</i>	<i>Floor Area Ratio Max.</i>
Community Business (B-2)	Mixed-use prohibited	8,000 SF	65 FT	25-30 FT	15 FT	20% (30% residential)	3-stories 40 FT	35%	0.32
R-4	One-family or two-family dwellings	43,560	100-150 FT	30 FT	30 FT	50%	3-stories 35 FT	15%	-
Open Space Residential Development (OSRD)	Clustered residential	20,000 (in R-4)	40 FT	30 FT	50 FT	40% (Common Open Space)	3-stories 35 FT	12%	-
<i>Proposed Zone</i>	<i>Uses</i>	<i>Lot Area Min.</i>	<i>Frontage Min.</i>	<i>Front Setback Min.</i>	<i>Side Setback Min.</i>	<i>Landscaped Open Space Ratio Min.</i>	<i>Building Height Max.</i>	<i>Lot Coverage Max.</i>	<i>Floor Area Ratio Max.</i>
Village Center	Mixed-use allowed, multi-family allowed (not as primary frontage)	8,000 SF	65 FT	20 FT	15 FT	15%	4-stories 55 FT	35%	1.0 (.72 depicted)
Village Center Residential	Clustered residential	3,000 SF	40 FT	0 FT	5 FT	40% (55% depicted)	3-stories 35 FT	15% (14% depicted)	0.32 (.29 depicted)

Nobscot

Recommendations – Regulatory Strategy



- B** **DEFINE DISTRICT DESIGN GUIDELINES –**
Use guidelines to direct future investment to complement and contribute to the overall district character, add new circulation connections, reinforce a pedestrian-friendly environment and screen parking.

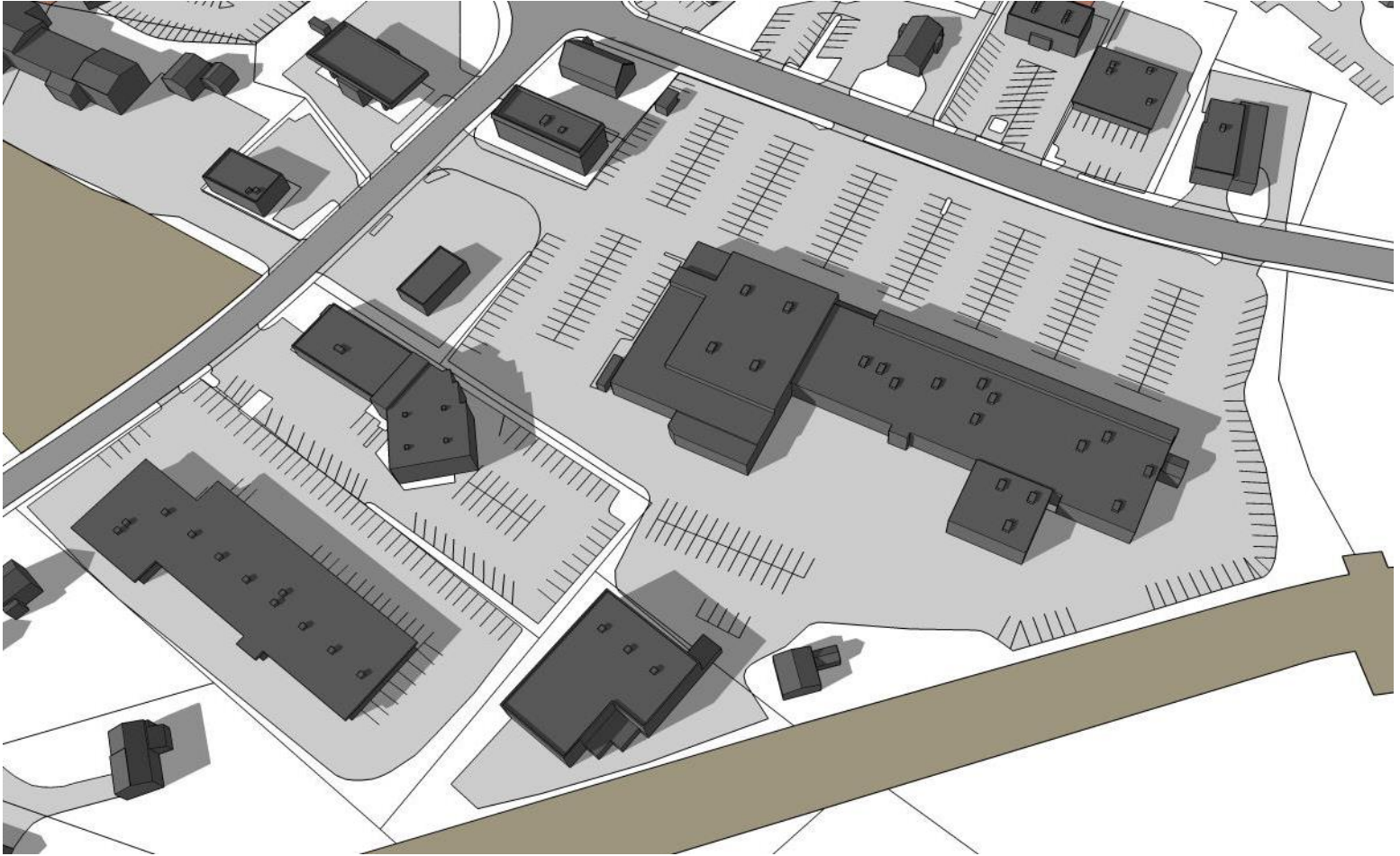


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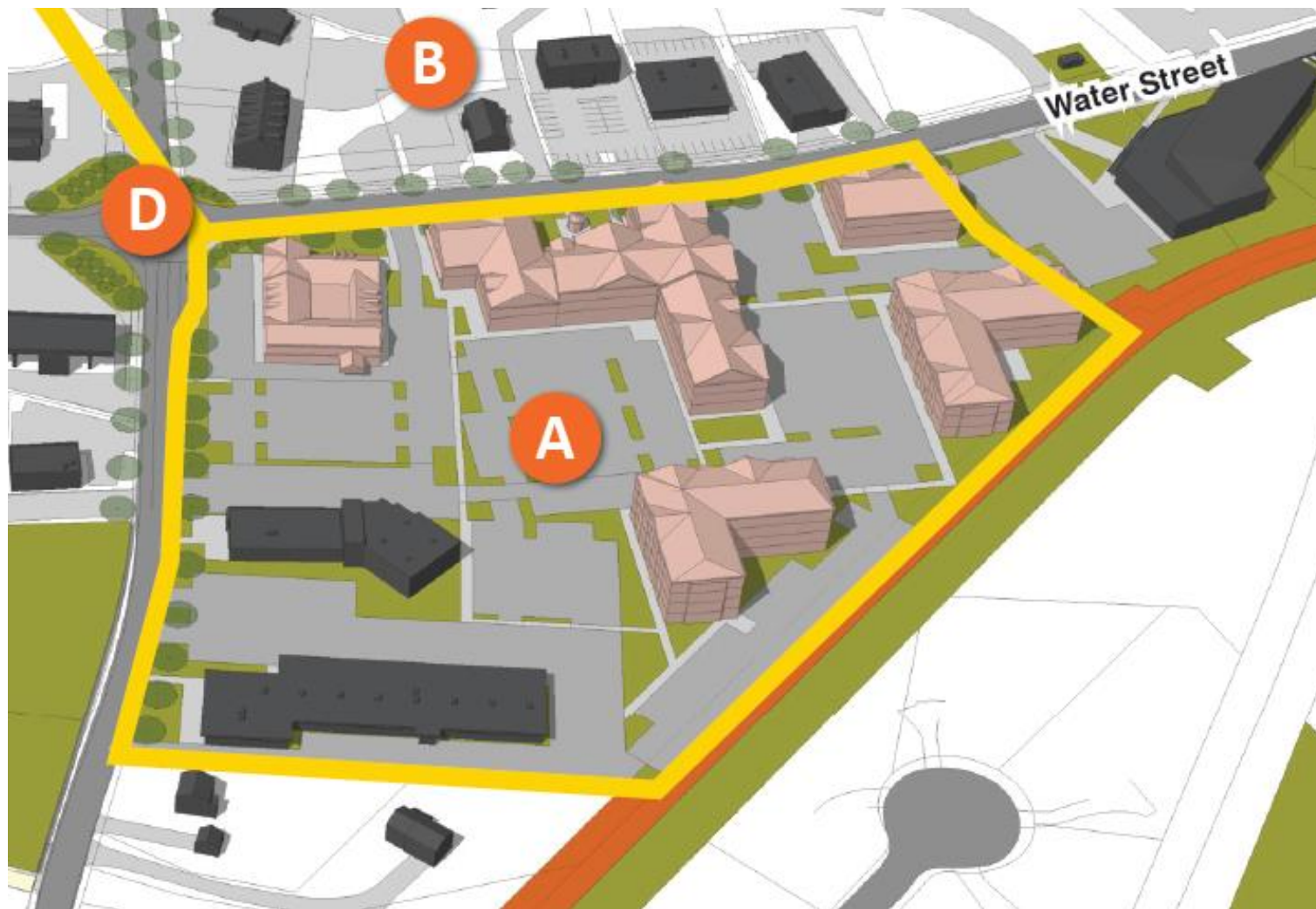


Nobscot

Recommendations – Regulatory Strategy



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Nobscot

Recommendations – Regulatory Strategy



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Recommendations

IMPLEMENTATION

Critical next actions to advance the plan:

- Develop and adopt **new Village District zoning** promoting mixed-uses at a moderate density
- **Connect recreational assets** linking trails, parks, sidewalks and bicycle routes
- Invest in **streetscape improvements to improve walkability** and enhance sense of place
- Create a district-based **facade, landscape and signage improvement program**
- Develop and promote a **Nobscot community or arts event** to bring together residents/businesses
- Facilitate agreement for **redevelopment of Shopping Plaza** and advance next steps
- **Share and manage parking** across property lines to increase efficiency and add landscape areas

Open House – Discussion, Feedback and Priorities



Nobscot Next Steps



Final Public Meeting | June 8, 2015



NOBSCOT VILLAGE PUBLIC WORKSHOP

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